

**Progress on Achieving Texas Tobacco
Reduction Goals:
A Report to the 78th Legislature**

**Texas Department of Health
Bureau of Chronic Disease & Tobacco Prevention
November 26, 2002**

Purpose:

Article XII, Section 11 of Senate Bill 1, the General Appropriations Act, 77th Legislature, details goals for the use of tobacco cessation or reduction funds and requires the Texas Department of Health (TDH) to report on the agency's progress on achieving them. The goals specified in Section 11 are the following:

- (i) In areas where the state funds tobacco cessation programs at a level of \$3.00 per capita, there should be a demonstrated reduction in underage use of cigarettes, snuff, and smokeless tobacco of 60 percent by the year 2010 by all Texans 22 years and younger.
- (ii) In areas where the state funds tobacco prevention and cessation programs at a level of \$3.00 per capita, the use of cigarettes, snuff and smokeless tobacco by all Texans 22 years and younger should be eliminated by the year 2018.

Background:FY 2000/2001 Activities

The 76th Legislature appropriated interest from the \$200 million Permanent Endowment for Tobacco Education and Enforcement to the Texas Department of Health (TDH) to prevent tobacco use and promote cessation. Working with eight state university partners, TDH conducted a pilot study in eighteen East Texas communities to evaluate the effectiveness of various combinations of tobacco prevention programs.

In Port Arthur, TDH and its local partners developed and implemented comprehensive programs (high level media campaigns and combined community programs for prevention and cessation) at a total cost of three dollars per capita. The per capita cost is calculated for the entire population of the community. The comprehensive program included school/community interventions, cessation programs, enhanced law enforcement, intensive media campaigns, surveillance and evaluation and a statewide infrastructure.

In other communities, lower levels of expenditure ranging from \$0.25 to \$2.50 per capita supported lower intensity combinations of the interventions (i.e., not comprehensive). These included a less intensive media campaign, and single-focus community or school programs.

The comprehensive tobacco prevention program achieved significant results: a forty percent decline in usage among 6th and 7th graders and a significant increase in cessation among older youth and adults. The results from the communities with the less-intensive programs did not show a measurable reduction in tobacco usage among either adults or children.

FY 2002-2003 Activities

Additional funding appropriated by the 77th Legislature was used to expand the successful \$3 per capita comprehensive program beyond its original boundaries to include Harris, Fort Bend,

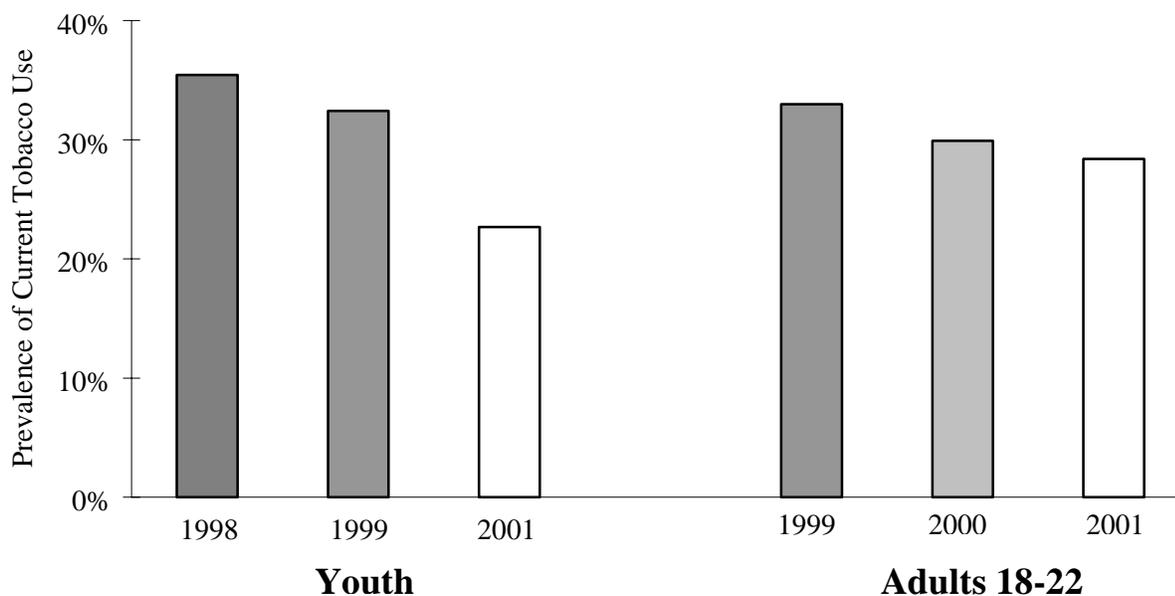
Jefferson and Montgomery Counties. These counties account for approximately one-fifth of the Texas population, and are located in Public Health Regions 4, 5 and 6. To implement these programs, TDH contracts with local health departments, Education Service Centers, law enforcement agencies, a media firm (for the development of tobacco prevention and cessation messages) voluntary health organizations (for telephone cessation) and state institutions of higher education (for evaluation studies).

Progress:

TDH has made significant progress in achieving the Section 11 goals. TDH conducts a number of surveys to elicit data on tobacco use among specific populations. Surveys, each including between 2,000 and 4,000 youth enrolled in grades 6 to 12 in regions where the comprehensive tobacco prevention program was implemented, were conducted in 1998, 1999 and 2001 (Texas Youth Tobacco Survey). In addition, TDH conducts a telephone survey of adults ages 18 and older each year in Texas (Behavioral Risk Factor Surveillance System) with approximately 1,000 adults in the comprehensive tobacco prevention program regions participating in the survey each year. TDH has also conducted 2 surveys of approximately 9,000 Texas adults specifically focused on tobacco use. In the pilot areas, a survey of middle school students (grades 6-8) was completed in Spring 2002 and a survey of high school students was completed in November 2002. The data obtained through these surveys clearly shows success in achieving the Section 11 goals.

The chart below shows the prevalence of current tobacco use (use of cigarettes, smokeless tobacco, cigars or pipes within 30 days of participating in the survey) by year among youth in grades 6-12 (Texas Youth Tobacco Survey) and adults ages 18-22 (Behavioral Risk Factor Surveillance System) in the public health regions (PHR's 4,5 and 6) that include the counties where state funds at a level of three dollars per capita were used to implement the comprehensive tobacco prevention program. From 1999 to 2001, current use of any tobacco products showed

Chart: Prevalence of Current Tobacco Use in Youth (Grades 6-12) and Adults ages 18-22 in Regions Including Areas with \$3.00 per Capita for Comprehensive Tobacco Prevention



a 30% reduction (from 32.4% to 22.7%) among youth, and a 14% reduction (from 33% to 28.4%) among adults ages 18-22 in public health regions 4, 5, and 6. From 1998 to 2001, current use of any tobacco products decreased by 36% (from 35.4% to 22.7%) among youth.

A survey of only middle school students (grades 6-8) in the pilot areas conducted in Spring 2002 estimated that current tobacco use among middle school students decreased 31% from 2000 to 2002 in the pilot areas. A survey of only high school students in pilot areas was completed in October 2002 and results are expected in December 2002.

Among adults ages 18-22 in the pilot regions, the prevalence of current tobacco use was 31% according to a 2000 survey of Texas adults specifically focused on tobacco use. Results from the repeat survey are expected in December 2002.

A University of Texas School of Public Health study released in August 2002 showed that the average reduction in any tobacco use (including cigarettes, chewing tobacco or snuff, cigars, and pipe use) among youth in grades 6-12 was 30% in public health regions 4/5 and 6 but only 17% in other Texas regions receiving a lower level of funding. The rate of reduction was nearly doubled where pilot activities were conducted compared to the rest of the state.

Additional data from school and adult surveys obtained in the fall of 2002 are currently being analyzed and will be included in a more comprehensive report to be issued in January 2003.

Summary:

- Current tobacco use among youth in grades 6-12 decreased 30% from 1999 to 2001 (36% from 1998 to 2001) in the public health regions (PHR's 4, 5 and 6) that include the counties where state funds at a level of three dollars per capita were used to implement the comprehensive tobacco prevention program.
- Current tobacco use among adults ages 18-22 decreased 14% from 1999 to 2001 in the public health regions (PHR's 4, 5 and 6) that include the counties where state funds at a level of three dollars per capita were used to implement the comprehensive tobacco prevention program.
- If the current trends continue, a 60% decrease in current tobacco use among youth in areas of Texas where state funds at a level of three dollars per capita are currently used to implement the comprehensive tobacco prevention program will be realized by 2005, and an 83% reduction could be seen in 2010. In adults ages 18-22, a 60% decrease in current tobacco use could be realized by 2011 with the current funding levels and if current trends continue.

Recommendations:

The above data demonstrate significant progress in achieving the legislated goals.

Further progress towards these goals depends on maintaining current efforts at the same level of intensity.

Currently, comprehensive efforts funded at \$3 per capita in Harris, Montgomery, Jefferson and Fort Bend counties impact approximately twenty percent of the Texas population. Expansion of the \$3 per capita comprehensive tobacco prevention program to other areas of Texas requires additional resources.